

Lithotronics^{inc}

April 17, 1995

Mrs. Christine McAuliffe
Philip Morris USA
120 Park Avenue
New York, New York 10017

Dear Mrs. McAuliffe:

We are pleased to quote based on the following specifications:

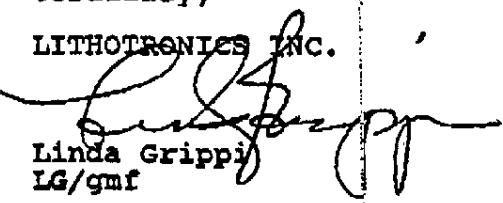
QUANTITY AND DESCRIPTION:	6,000 MERIT MEDIA ONE TRANSLITES "YOU'VE GOT MERIT"
SIZE:	13w x 10h + bleed
PAPER:	10pt. white translucent styrene
ARTWORK AND COMPOSITION:	You furnish tape or disk and mechanicals; we make final film.
PRESSWORK:	Four color process + one matched color two sides. (reverse image reverse side)
PROOFS:	One-sided chromalin, 2 matchprints on styrene for accurate representation of color and 2 backed up blueprints.
FINISHING:	Trim to size. Pack bulk in uniform cartons, not to exceed 30 lbs.
SCHEDULE:	Art 4/18; ship 4/27 via authorized AIR FREIGHT to arrive 4/28: Marketing Force, Rochester Hills, MI
TERMS:	Net 30 days, FOB our plant.
PRICE:	6,000 @ \$1.770/each.....\$10,620.00 There will be additional overtime charges if the above schedule is not met.

Prices are based upon current labor rates in effect through April 30, 1995. Paper costs included in this quotation are subject to mill increases or decreases at time of shipment to our plant. This quotation is subject to the trade customs printed on reverse side.

Thank you for this opportunity to quote.

Cordially,

LITHOTRONICS INC.


Linda Grippi
LG/gmf

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